

ORDER



Orders
Order / Rev: 170760
Alt Order #: 08421466
Product Desc: WA JUDICIAL INTEGRIT
Estimate: 4910
Flight Dates: 10/20/16 - 11/09/16
Original Date / Rev: 10/19/16 / 10/19/16
Order Type: GENERAL

KXLY
Primary AE: MATT WURM
Sales Office: H-DC
Sales Region: NATL

Agency
Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 46015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Washington Judicial Integrity PAC
Demographic: A35-64
Product Codes: PL Issue
Priority: P-3
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	26	\$7,460.00	\$6,341.00
10/31/16	11/09/16	25	\$7,600.00	\$6,460.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	26	\$7,460.00	\$6,341.00	0.00
November 2016	25	\$7,600.00	\$6,460.00	0.00
Totals	51	\$15,060.00	\$12,801.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KXLY	15%	\$15,060.00
Market	100%	\$100,400.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	4%	\$4,016.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	42%	\$42,168.00
KREM	39%	\$39,156.00
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY	10/20/16	11/09/16	5-530p M-F M-F News @5p	CM	5-530p	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/20/16	10/26/16	MTWTF--			2			\$350.00		0.00			

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Advertiser: Washington Judicial Integrity PAC
 Product Desc: WA JUDICIAL INTEGRIT
 Estimate: 4910
KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY	10/20/16	11/09/16	5-530p M-F M-F News @5p	CM	5-530p	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/16	10/26/16	MTWTF--					2	\$350.00		0.00			
		Week: 10/27/16	11/02/16	MTWTF--					2	\$350.00		0.00			
		Week: 11/03/16	11/09/16	MTWTF--					2	\$350.00		0.00			
E 2	KXLY	10/20/16	11/09/16	6-630a GMNW	CM	6-630a	MTWTF--	:30	1	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/16	10/26/16	MTWTF--					1	\$300.00		0.00			
		Week: 10/27/16	11/02/16	MTWTF--					1	\$300.00		0.00			
		Week: 11/03/16	11/09/16	MTWTF--					1	\$300.00		0.00			
E 3	KXLY	10/20/16	11/09/16	6-630p M-F M-F News @6	CM	6-630p	MTWTF--	:30	2	\$350.00	P-1	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/16	10/26/16	MTWTF--					2	\$350.00		0.00			
		Week: 10/27/16	11/02/16	MTWTF--					2	\$350.00		0.00			
		Week: 11/03/16	11/09/16	MTWTF--					2	\$350.00		0.00			
E 4	KXLY	10/20/16	11/09/16	630-7a GMNW	CM	630-7a	MTWTF--	:30	2	\$300.00	P-1	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/16	10/26/16	MTWTF--					2	\$300.00		0.00			
		Week: 10/27/16	11/02/16	MTWTF--					2	\$300.00		0.00			
		Week: 11/03/16	11/09/16	MTWTF--					2	\$300.00		0.00			
E 5	KXLY	10/20/16	11/09/16	630-7p M-F M-F News @630p	CM	630-7p	MTWTF--	:30	2	\$310.00	P-1	0.00	NM	6	\$1,860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/16	10/26/16	MTWTF--					2	\$310.00		0.00			
		Week: 10/27/16	11/02/16	MTWTF--					2	\$310.00		0.00			
		Week: 11/03/16	11/09/16	MTWTF--					2	\$310.00		0.00			
E 6	KXLY	10/20/16	11/09/16	7-9a GMA GMA	CM	7-9a	MTWTF--	:30	5	\$320.00	P-1	0.00	NM	15	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/20/16	10/26/16	MTWTF--					5	\$320.00		0.00			
		Week: 10/27/16	11/02/16	MTWTF--					5	\$320.00		0.00			
		Week: 11/03/16	11/09/16	MTWTF--					5	\$320.00		0.00			
E 7	KXLY	10/22/16	11/05/16	News 4 News4	CM	3-6p (4:30 PM-5:00 PM)	-----1-	:30	1	\$140.00	P-1	0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1-					1	\$140.00		0.00			
		Week: 10/24/16	10/30/16	-----1-					1	\$140.00		0.00			
		Week: 10/31/16	11/06/16	-----1-					1	\$140.00		0.00			
E 8	KXLY	10/23/16	11/06/16	5p Su News 5p News	CM	5-530p	-----1	:30	1	\$170.00	P-1	0.00	NM	3	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1					1	\$170.00		0.00			
		Week: 10/24/16	10/30/16	-----1					1	\$170.00		0.00			
		Week: 10/31/16	11/06/16	-----1					1	\$170.00		0.00			
E 9	KXLY	10/23/16	11/06/16	6p Su News 6p News	CM	6-630p	-----1	:30	1	\$190.00	P-1	0.00	NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1					1	\$190.00		0.00			
		Week: 10/24/16	10/30/16	-----1					1	\$190.00		0.00			
		Week: 10/31/16	11/06/16	-----1					1	\$190.00		0.00			
													Totals	51	\$15,060.00